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**UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA**

SILVIA GARCIA, individually and on  
behalf of all others similarly situated,

Plaintiff,

v.

SPORTSMAN'S GUIDE, LLC, a  
Minnesota entity; and DOES 1 through 25,  
inclusive,

Defendants.

Case No. 3:22-cv-9005

**CLASS ACTION COMPLAINT FOR  
VIOLATION OF THE CALIFORNIA  
INVASION OF PRIVACY ACT  
("CIPA")**

## **INTRODUCTION**

Defendant (1) covertly wiretaps the personal conversations of all visitors who utilize the chat feature at [www.sportsmansguide.com](http://www.sportsmansguide.com); and (2) allows at least one third party to eavesdrop on such communications during transmission to harvest data for financial gain.

Defendant does not obtain visitors' consent to either the wiretapping or the eavesdropping. As a result, Defendant has violated the California Invasion of Privacy Act ("CIPA") in numerous ways.

## **JURISDICTION AND VENUE**

1. This Court has subject matter jurisdiction of this action pursuant to 28 U.S.C. Section 1332 of the Class Action Fairness Act of 2005 because: (i) there are 100 or more class members, (ii) there is an aggregate amount in controversy exceeding \$5,000,000, exclusive of interest and costs, and (iii) there is at least minimal diversity because at least one Plaintiff and Defendant are citizens of different states. Indeed, based upon the information available to Plaintiff, there are believed to be at least 5,000 class members, each entitled to \$5,000 in statutory damages, thus making the amount in controversy at least \$25,000,000 exclusive of interests and costs.

2. Pursuant to 28 U.S.C. § 1391, venue is proper because a substantial part of the acts and events giving rise to the claims occurred in this District.

3. Defendant is subject to personal jurisdiction because it has sufficient minimum contacts with California and it does business with California residents.

## **PARTIES**

4. Plaintiff is a resident and citizen of California. While physically within California during the class period, Plaintiff visited Defendant's website and conducted a brief conversation with an agent of Defendant through the website chat feature. Plaintiff was not advised that the chat was monitored, intercepted, or recorded.

5. Defendant is a Minnesota entity that owns, operates, and/or controls the above-referenced website.

6. The above-named Defendant, along with its affiliates and agents, are collectively referred to as “Defendants.” The true names and capacities of the Defendants sued herein as DOE DEFENDANTS 1 through 25, inclusive, are currently unknown to Plaintiff, who therefore sues such Defendants by fictitious names. Each of the Defendants designated herein as a DOE is legally responsible for the unlawful acts alleged herein. Plaintiff will seek leave of Court to amend the Complaint to reflect the true names and capacities of the DOE Defendants when such identities become known.

7. Plaintiff is informed and believes that at all relevant times, every Defendant was acting as an agent and/or employee of each of the other Defendants and was acting within the course and scope of said agency and/or employment with the full knowledge and consent of each of the other Defendants.

8. Plaintiff is informed and believe that each of the acts and/or omissions complained of herein was made known to, and ratified by, each of the other Defendants.

### **FACTUAL ALLEGATIONS**

9. The California Invasion of Privacy Act (“CIPA”) prohibits both wiretapping and eavesdropping of electronic communications without the consent of all parties to the communication. Compliance with CIPA is easy, and the vast majority of website operators comply by conspicuously warning visitors when their conversations are being recorded or if third parties are eavesdropping on them.<sup>1</sup>

10. Unlike most companies, Defendant *ignores* CIPA. Instead, Defendant both **wiretaps** the conversations of all website visitors and allows a third party to **eavesdrop** on the conversations in real time during transmission. Why? Because, as one industry expert notes, “*Live chat transcripts are the gold mines of customer service. At your fingertips, you have valuable customer insight. . .When people are chatting, you have direct access to their exact pain points.*”). See <https://www.ravience.co/post/improve-marketing-roi-live-chat-transcripts> (last downloaded December 2022).

<sup>1</sup> See [www.leechtishman.com/insights/blog](http://www.leechtishman.com/insights/blog) (“CIPA Compliance is not difficult. A business must take certain steps. . .with a chat feature. . .to ensure that it obtains valid consent consistent with the holdings of courts interpreting CIPA.”) (last downloaded December 2022).

1           11. Defendant’s wiretapping and eavesdropping are not incidental to the act of  
2 facilitating e-commerce, nor are they undertaken in the ordinary course of business. To  
3 the contrary, Defendant’s actions violate both industry norms and the legitimate  
4 expectations of consumers.<sup>2</sup>

5           12. To enable the *wiretapping*, Defendant has covertly embedded code into its  
6 chat feature that automatically intercepts, records and creates transcripts of all such  
7 conversations. To enable the *eavesdropping*, Defendant allows at least one independent  
8 third-party vendor (on information and belief, Genesys) to secretly intercept (during  
9 transmission and in real time), eavesdrop upon, and store transcripts of Defendant’s chat  
10 communications with unsuspecting website visitors – even when such conversations are  
11 private and deeply personal.

12           13. Defendant neither informed visitors of this conduct nor obtained their  
13 consent to these intrusions.

14           14. Given the nature of Defendant’s business, visitors often share highly  
15 sensitive personal data with Defendant via the website chat feature. As noted above,  
16 visitors would be shocked and appalled to know that Defendant secretly records those  
17 conversations, and would be even more troubled to learn that Defendant allows a third  
18 party to eavesdrop on the conversations in real time under the guise of “data analytics.”

19           15. Defendant’s conduct is illegal, offensive, and contrary to visitor  
20 expectations: indeed, a recent study conducted by the Electronic Privacy Information  
21 Center, a respected thought leader regarding digital privacy, found that: (1) nearly 9 in  
22 10 adults are “very concerned” about data privacy, and (2) 75% of adults are unaware of  
23 the extent to which companies gather, store, and exploit their personal data.

24           16. Plaintiff is a consumer privacy advocate with dual motivations for  
25 initiating a conversation with Defendant. First, Plaintiff was genuinely interested in  
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27 <sup>2</sup> According to a recent poll, nearly eight in ten Americans believe that companies do not collect or share consumer data  
28 gathered online, while about seven in ten believe that they remain anonymous when engaged in online activities like web  
browsing and chatting. See <https://www.ipsos.com/en-us/news-polls/data-privacy-2022> (last downloaded December 2022).

1 learning more about the goods and services offered by Defendant. Second, Plaintiff is a  
 2 “tester” who works to ensure that companies like Defendant abide by the strict privacy  
 3 obligations imposed upon them by California law. As someone who advances  
 4 important public interests at the risk of vile personal attacks, Plaintiff should be “praised  
 5 rather than vilified.” *Murray v. GMAC Mortgage Corp.*, 434 F.3d 948, 954 (7th Cir.  
 6 2006).<sup>3</sup>

7 17. In enacting CIPA, the California legislature intentionally chose to extend  
 8 its protections to all “persons” utilizing public telephone lines. Indeed, because they  
 9 expressly extend protection to persons beyond “bona fide patrons” or individuals who  
 10 suffer pecuniary loss, statutes like CIPA are largely enforced by “testers” such as  
 11 Plaintiff. *See Tourgeman v. Collins Fin. Servs., Inc.*, 755 F.3d 1109, 1115-16 (9th Cir.  
 12 2014) (explaining why testers have Article III standing and generally discussing value  
 13 and importance of testers in enforcement of consumer protection and civil rights  
 14 statutes).

15 18. By definition, Defendant’s chat communications from its website are  
 16 transmitted to website visitors by telephony subject to the mandates of CIPA. *See*  
 17 <https://www.britannica.com/technology/Internet> (“*The Internet works through a series*  
 18 *of networks that connect devices around the world through telephone lines.*”) (last  
 19 downloaded December 2022); and *Javier v. Assurance IQ, LLC*, 2022 WL 1744107, at  
 20 \*1 (9th Cir. 2022) (“Though written in terms of wiretapping, Section 631(a) applies to  
 21 Internet communications. It makes liable anyone who ‘reads, or attempts to read, or to  
 22 learn the contents’ of a communication ‘without the consent of all parties to the  
 23 communication.’”).

24  
 25 <sup>3</sup> American civil rights hero Rosa Parks was acting as a litigation “tester” when she initiated the Montgomery Bus  
 26 Boycott in 1955, as she voluntarily subjected herself to an unlawful practice in order to obtain standing to challenge the  
 27 practice. *See* [https://www.naacpldf.org/press-release/ldf-pays-tribute-to-rosa-parks-on-the-sixtieth-anniversary-of-her-](https://www.naacpldf.org/press-release/ldf-pays-tribute-to-rosa-parks-on-the-sixtieth-anniversary-of-her-courageous-stand-against-segregation/)  
 28 [courageous-stand-against-segregation/](https://www.naacpldf.org/press-release/ldf-pays-tribute-to-rosa-parks-on-the-sixtieth-anniversary-of-her-courageous-stand-against-segregation/) (“*Contrary to popular myth, Rosa Parks was not just a tired seamstress who merely*  
*wanted to sit down on a bus seat that afternoon. She refused to give up her seat on principle. Parks had long served as the*  
*secretary of the Montgomery branch of the NAACP. Challenging segregation in Montgomery’s transportation system was*  
*on the local civil rights agenda for some time.*”) (last downloaded December 2022).



b. Whether Defendant violated CIPA based thereon;

c. Whether Plaintiff and Class Members are entitled to statutory damages pursuant to Cal. Penal Code § 631(a);

d. Whether Plaintiff and Class Members are entitled to punitive damages pursuant to Cal. Civil Code § 3294; and

e. Whether Plaintiff and Class Members are entitled to injunctive relief.

24. TYPICALITY: As a person who visited Defendant's Website and whose electronic communication was recorded, intercepted and monitored, Plaintiff is asserting claims that are typical to the Class.

25. ADEQUACY: Plaintiff will fairly and adequately protect the interests of the members of The Class. Plaintiff has retained attorneys experienced in the class action litigation. All individuals with interests that are actually or potentially adverse to or in conflict with the class or whose inclusion would otherwise be improper are excluded.

26. SUPERIORITY: A class action is superior to other available methods of adjudication because individual litigation of the claims of all Class Members is impracticable and inefficient. Even if every Class Member could afford individual litigation, the court system could not. It would be unduly burdensome to the courts in which individual litigation of numerous cases would proceed.

### **FIRST CAUSE OF ACTION**

#### **Violations of the California Invasion of Privacy Act**

#### **Cal. Penal Code § 631**

27. Section 631(a) of California's Penal Code imposes liability upon any entity that "by means of any machine, instrument, contrivance, or in any other manner," (1) "intentionally taps, or makes any unauthorized connection, whether physically, electrically, acoustically, inductively, or otherwise, with any telegraph or telephone wire, line, cable, or instrument, including the wire, line, cable, or instrument of any internal telephonic communication system," or (2) "willfully and without the consent of



all parties to the communication, or in any unauthorized manner, reads, or attempts to read, or to learn the contents or meaning of any message, report, or communication while the same is in transit or passing over any wire, line, or cable, or is being sent from, or received at any place within this state” or (3) “uses, or attempts to use, in any manner, or for any purpose, or to communicate in any way, any information so obtained, or who aids, agrees with, employs, or conspires with any person or persons to unlawfully do, or permit, or cause to be done any of the acts or things mentioned above in this section”. ***Here, Defendant does all three.***

28. Section 631 of the California Penal Code applies to internet communications and thus applies to Plaintiff’s and the Class’s electronic communications with Defendant’s Website. “Though written in terms of wiretapping, Section 631(a) applies to Internet communications. It makes liable anyone who ‘reads, or attempts to read, or to learn the contents’ of a communication ‘without the consent of all parties to the communication.’ *Javier v. Assurance IQ, LLC*, 2022 WL 1744107, at \*1 (9th Cir. 2022).

29. The software embedded on Defendant’s Website to record and eavesdrop upon the Class’s communications qualifies as a “machine, instrument, contrivance, or ... other manner” used to engage in the prohibited conduct alleged herein.

30. At all relevant times, Defendant intentionally caused the internet communication between Plaintiff and Class Members with Defendant’s Website to be recorded. Defendant also aided, abetted at least one third party to eavesdrop upon such conversations during transmission and in real time.

31. Plaintiff and Class Members did not expressly or impliedly consent to any of Defendant’s actions.

32. Defendant’s conduct constitutes numerous independent and discreet violations of Cal. Penal Code § 631(a), entitling Plaintiff and Class Members to injunctive relief and statutory damages.



**PRAYER FOR RELIEF**

WHEREFORE, Plaintiff prays for the following relief against Defendant:

1. An order certifying the Class, naming Plaintiff as the representative of the Class and Plaintiff's attorneys as Class counsel;
2. An order declaring Defendant's conduct violates CIPA;
3. An order of judgment in favor of Plaintiff and the Class and against Defendant on the causes of action asserted herein;
4. An order enjoining Defendant's conduct as alleged herein and any other injunctive relief that the Court finds proper;
5. Statutory damages pursuant to CIPA;
6. Punitive damages;
7. Prejudgment interest;
8. Reasonable attorneys' fees and costs; and
9. All other relief that would be just and proper as a matter of law or equity, as determined by the Court.

Dated: December 20, 2022

PACIFIC TRIAL ATTORNEYS, APC

By: 

Scott. J. Ferrell  
Attorneys for Plaintiff